



228 S MASSACHUSETTS AVE
LAKELAND, FLORIDA 33801
863.834.6011

Memo

To: CRA Advisory Board
From: Alis Drumgo, Interim CRA Manager
Date: May 1, 2019
Re: Oak Street Parking Lot Selection Committee Recommendation

The CRA owns 0 N. Kentucky Ave, the Oak Street Parking Lot, comprising 1.49 acres. The lot encompasses a full city block and is situated in an ideal location about a block off both the Massachusetts Avenue corridor to the east and the Florida Avenue corridor to the west. In 2015, the CRA explored issuing request for qualifications (RFQs) for the development site but opted to expand the parking instead. Today, the CRA operates the lot as a public parking facility with about 150 spaces of which approximately 125 are leasable.

In March 2019, the CRA Advisory Board voted 9-1 to solicit requests for qualifications (RFQs) via the City's purchasing procurement process with the intent of entering an agreement with the most qualified and responsive applicant. The Board adopted the following for integration into criteria for review:

- Consider a minimum density and height desired from any development.
- The project should meet parking demand generated by the proposed development.
- Any development including residential shall have 20% of the units set aside affordable housing for a minimum period of 15 years.
- The development team should show proof of the project's economic sustainability with amount of required public contributions being a factor of consideration.
- Any development agreement should include per unit sale price for any residential component.

Following the procurement process, two applicants, Broadway Real Estate Services and Catalyst Asset Management Inc, were deemed qualified and responsive. The Selection Committee reviewed the

qualifications based on the criteria set forth and deemed Catalyst Asset Management to be the most qualified and most responsive with a ranking of 8 versus Broadway Real Estate Service's ranking of 13. The lower number holding the most weight.

Catalyst Asset Management Inc (Catalyst) is a Tampa based investment firm and developer of affordable, workforce and market rate multifamily properties, senior housing, and mixed-use properties. Catalyst asserts itself as a mission-driven organization that engages in projects that yield positive social impact.

Catalyst has successfully engaged in the following projects:

- Grand Central (280 Units & Retail; Ft. Myers, Florida; \$53 million value)
- Liberty Health Park (320 Units Multifamily, 131 Units Assisted Living, 20,000SF Retail; Cape Coral, Florida; \$74 million value)
- City Walk (318 Multifamily Units & 15,000SF Commercial and 128 Room Hotel; Fort Myers, Florida; \$58 million value)
- Midtown Apartments (90 Multifamily Units; Cape Coral, Florida; \$14 million value)
- Channelside Apartments (325 Multifamily Units; Cape Coral, Florida; \$40 million value)

In partnership with the CRA, Catalyst proposed to redevelop the site as a 6-story mixed income, mixed-use property, comprised of market rate and affordable rents. Conceptually, the firm believes it can build 173 residential units (with 38 being at affordable at 50% or less AMI) and 10,000SF of commercial space with the hopes of integrating a downtown grocery store. The project would be considered Class A offering amenities such as community clubhouse, fitness center, game room, business center and pool. Additionally, the project will include a four-story parking garage to accommodate all uses and for public parking.

The Selection Committee voted unanimously to accept the ranking. Then, the Committee voted unanimously to initiate firm negotiations as ranked. Staff recommends the Advisory Board accept the ranking of the Selection Committee, and that the Advisory Board recommend negotiation of a development agreement to City Commission for final approval.